

Jaime Rowland

GRAPHIC DESIGNER

Profile

Hello, I'm a graphic designer who loves finding practical solutions for not so practical problems. I'm a crafter, I love knitting and crocheting, refinishing old furniture, the occasional metalsmithing project, and I'm always on the lookout for a new hobby. That being said, I love learning new skills and trying to master the ones I already know. I'm always striving to create something beautiful, user-friendly, and practical.

Skills

APPLICATIONS

InDesign
Photoshop
Illustrator
Lightroom
WordPress
Microsoft Office

APTITUDES

Branding
Typography
Print Production
Web Prototyping
Social Media
Photography

Experience

AXON PROP

2021 - PRESENT

LEAD DESIGNER

Coordinate, develop, and execute marketing across 5 companies including a bank, a charity, a cannabis dispensary, and a construction company. Tasks include everything from website development to ad planning, to social media, to event planning.

LIPARI FOODS

2019 - 2021



2017 - 2019

GRAPHIC DESIGNER

Cultivate brand consistency throughout advertisements and packaging for Lipari's 10 exclusive brands. Working within the guidelines of the over 3,000 brands Lipari distributes to create flyers, catalogs, signage, and informational collateral in order to promote sales.

PRODUCTION ARTIST

Maintaining and formatting assets; including editing, color correcting, background removal, and lighting adjustments. Producing printed and digital flyers to promote sales and awareness of new and hot items.

WAYNE STATE UNIVERSITY

2016 - 2017

GRAPHICS ASSISTANT

Working to increase involvement in Wayne State University's on-campus events by creating event calendars, printed and digital advertisements, and social media posts. Created engaging email blasts meant to inform students of upcoming events.

GREEN PARTY OF MICHIGAN

2014 - 2016

JUNIOR GRAPHIC DESIGNER

Built a new brand for the Michigan chapter of the Green Party. Crafted a logo, membership cards, email graphics, and business collateral. Chaired the creation of the monthly newsletter.

Education

WAYNE STATE UNIVERSITY

2013 - 2017

BACHELOR OF FINE ARTS

Concentration | Graphic Design

Minor | Art History

Member of the Irvin D Reid Honors College

Cum Laude

President & Co-Founder of Arts in the D

Contact

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